



CAMBRIDGE LICENSE COMMISSION CITY OF CAMBRIDGE


831 MASSACHUSETTS AVE., 1ST FLOOR, CAMBRIDGE, MASSACHUSETTS 02139 • TEL (617) 349-6140 • FAX (617) 349-6148

RICHARD V. SCALI
Chairman

CHIEF GERALD R. REARDON
Fire Department
Commission Member

COMMISSIONER ROBERT C. HAAS
Police Department
Commission Member

ELIZABETH Y. LINT
Executive Officer

To: Robert W. Healy, City Manager
From: Elizabeth Y. Lint 
RE: Paul Revere Transportation, LLC
Date: November 1, 2010

On October 26, 2010 the Board of License Commissioners voted 3-0 to recommend approval to the City Manager for the City Council regarding the application submitted by Paul Revere Transportation, LLC d/b/a EZRide Shuttle to amend their existing route.

EZRide will continue to operate seven (7) buses during the morning and afternoon peak commute hours, 6:00am-11:00am and 3:00pm-7:00pm, covering the full route between Cambridgeport and North Station. EZRide also operates one bus on the Midday Route from 10:44am to 3:04pm between Kendall Square and Pacific Street.

The proposed change to the peak-hour (morning and evening) routes involves the Kendall Square area. Effective with the August 9th route change, EZRide began operating on the south side of Main Street at Kendall Square, turning around via Wadsworth, Amherst, and Ames Streets. CRTMA and PRT propose to restore the peak-hour commuter services (morning outbound to Cambridge, evening inbound to North Station) to operate via the Kendall Square busway (Main Street westbound). While this will result in the removal of two stops currently served by these routes, it will save an estimated 2-6 minutes of travel time for passengers passing through Kendall Square.



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November 1, 2010

Richard Daley
Paul Revere Transportation
100 Eastern Avenue
Chelsea, MA 02150

Re: Application to amend jitney route
Paul Revere Transportation, LLC d/b/a EZRide Shuttle
100 Eastern Avenue, Chelsea, MA.

Dear Mr. Daley:

On October 8, 2010 the Board of License Commissioners voted 3-0 to recommend approval to the City Manager for the City Council regarding your application to amend the EZRide Shuttle route.

Your application will be heard by the City Council on Monday, November 8, 2010. This meeting will begin at 5:30PM. If you wish to speak at the meeting, please be sure to sign up to do so.

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Y. Lint", is written over the typed name and title.

Elizabeth Y. Lint
Executive Officer

EYL/co

Cc: Chief Gerald Reardon; Commissioner Robert Haas; Michael Gardner, Interim Chairman; Superintendent Christopher Burke.



CITY OF CAMBRIDGE
Traffic, Parking and Transportation
344 Broadway
Cambridge, Massachusetts 02139

www.cambridgema.gov/traffic

Susan E. Clippinger, Director
Brad Gerratt, Deputy Director

Phone: (617) 349-4700
Fax: (617) 349-4747

MEMORANDUM

To: Elizabeth Lint, License Commission
From: Adam Shulman, TP&T *AS*
Date: October 5, 2010
Re: EZ Ride Jitney License

The Traffic, Parking and Transportation (TP&T) Department has been working with the Charles River TMA on their EZ Ride shuttle route, including their recent merger with MIT's former Northwest Shuttle route which TP&T supported in a letter dated March 29, 2010 (attached). The EZ Ride shuttle is managed by the Charles River TMA and operated by Paul Revere Transportation LLC.

We have reviewed their route amendment request dated September 23, 2010. The route change includes restoring a previous route on Broadway eastbound and Main Street westbound for their morning outbound to Cambridge route and evening inbound to North Station route. They will continue to utilize Wadsworth, Amherst and Ames Streets during the morning inbound and evening outbound routes. We support this route change because it will help with schedule adherence and save an estimated 2-6 minutes of travel time for passengers passing through Kendall Square.

They are also requesting a change in to their mid-day route by utilizing Franklin and Sidney Streets, to Pacific Street, instead of Landsdowne Street to Pacific Street to Sidney, to Tudor and Brookline Streets. We support this change because it will allow the shuttle to maintain a 20-minute mid-day headway and on-time performance. Attached are the proposed route modifications.

The EZ Ride Shuttle continues to provide an excellent transportation alternative for regional commuters and residents, helping to alleviate traffic congestion and air pollution in Cambridge. We strongly support the continued operation of this service and the routing changes with the following recommendations:

- No illegal U-turns shall be done.
- Changing of directions should be conducted as indicated on the fixed routing plan.
- Any routing changes should be reviewed and approved by this Department.

cc: Wayne Amaral, TP&T

Proposed Shuttle Routings – EZRide Shuttle

Fall 2010 Route Modifications

Projected Start Date: November TBD, 2010

Revised 9-22-2010 JHB

Morning Route (6:20-10:52 AM)

Outbound (From North Station, Boston to Cambridgeport):

- Route enters Cambridge from Boston on O'Brien Highway (MA Route 28),
- Right on Museum Way (passenger stop opposite Regatta Riverview Residences),
- Left on Northpoint Blvd. (passenger stop opposite Leighton St.),
- Left on East Street,
- Cross O'Brien Highway and bear right on Cambridge St.,
- Left on First St. (passenger stops at Otis St. and Charles St.),
- Right on Binney Street (passenger stops at Third St. and Sixth St.),
- Bear left onto Galileo Galilei Way,
- Left on Broadway (passenger stop at 8 Cambridge Center),
- ~~Right on Ames St.,~~
- ~~Left on Main St. (passenger stop in block east of MBTA station main entrance),~~
- ~~Right on Wadsworth St.,~~
- ~~Right on Amherst St. (passenger stop between Wadsworth and Hayward, exact stop location to be determined per TP&T guidance),~~
- Bear Right into Main Street Westbound/Kendall Busway (Passenger stop at east end of MBTA bus stop area),
- Right on Ames St.,
- Left on Broadway (passenger stop at Hampshire St. MBTA stop),
- Left on Portland St. (passenger stops at Washington St. and Albany St.),
- Bear right onto Albany St.,
- Right on Massachusetts Ave.,
- Left on Landsdowne St. (passenger stops at Green St. and mid-block between Franklin and Pilgrim Streets),
- Right on Pacific St. (passenger stop at Landsdowne St.),
- Left on Sidney St.,
- Right on Erie St. (passenger stop and end-of-route layover on Erie St. at Sidney St.)

Inbound (from Cambridgeport to North Station, Boston):

No changes to this route.

- Route begins from layover and passenger stop on Erie St. at Sidney St.,

- Right on Brookline St. (passenger stop at Erie St. MBTA Stop),
- Right on Pacific St. (passenger stops opposite Landsdowne St. and at Albany St.),
- Left on Albany St. (passenger stop opposite MIT Edgerton House-143 Albany St.),
- Right on Massachusetts Ave.,
- Left on Vassar St. (passenger stops at Vassar/Massachusetts Ave. MBTA stop and south of Main St. intersection near Stata Center),
- Right on Main St. (passenger stop in block east of MBTA station main entrance),
- Right on Wadsworth St.,
- Right on Amherst St. (passenger stop between Wadsworth and Hayward, exact stop location to be determined per TP&T guidance),
- Right on Ames St.,
- Left on Broadway (passenger stop at 11 Cambridge Center),
- Right on Galileo Galilei Way,
- Bear right onto Binney St. (passenger stops opposite Sixth St. and at Third St.),
- Left on First St. (passenger stops at Charles St. and opposite Otis St.),
- Right on Cambridge St.,
- Left on East St. (crossing O'Brien Highway),
- Right on Northpoint Blvd. (passenger stop at Leighton St.),
- Right on Museum Way (passenger stop east of O'Brien Highway),
- Left on O'Brien Highway,
- Route enters Boston and continues to North Station.

Midday Route (10:44 AM – 3:04 PM)

- Service operates as a continuous loop starting at Kendall Square.
- Originate from shuttle stop on Main St. eastbound, east of MBTA station main entrance,
- Right on Wadsworth St.,
- Right on Amherst St. (passenger stop between Wadsworth and Hayward, exact stop location to be determined per TP&T guidance),
- Left on Ames St.,
- Right on Memorial Dr. (subject to DCR approval for use of parkway),
- Right on Massachusetts Ave. (passenger stop at 77 Massachusetts Ave. MBTA stop),
- Left on Landsdowne St. (passenger stops at Green St. and mid-block between Franklin and Pilgrim Streets),
- ~~Right on Pacific St. (passenger stops at Landsdowne St.),~~
- ~~Bus out of service at Landsdowne St.,~~
- ~~Turn-around (out of service) via left on Sidney St., right on Tudor St., right on Brookline St., and right on Pacific St.~~
- ~~Bus resumes service eastbound on Pacific St. (at passenger stop opposite Landsdowne St. at MIT Sidney Pacific dorm),~~
- Right on Franklin St.,

- Left on Sidney St.,
- Left on Pacific St. (Passenger stop opposite Landsdowne St. and at Albany St.),
- Left on Albany St. (passenger stop opposite MIT Edgerton House-143 Albany St.),
- Right on Massachusetts Ave.,
- Left on Vassar St. (passenger stops at Vassar/Massachusetts Ave. MBTA stop and south of Main St. intersection near Stata Center),
- Right on Main St., proceed to passenger stop/layover point on Main St. at MBTA station main entrance). Layover at this location until next scheduled departure.

Evening Route (3:00-8:00 PM)

Outbound (From North Station, Boston, to Cambridgeport)

No change to this route.

- Route enters Cambridge from Boston on O'Brien Highway (MA Route 28),
- Right on Museum Way (passenger stop opposite Regatta Riverview Residences),
- Left on Northpoint Blvd. (passenger stop opposite Leighton St.),
- Left on East Street,
- Cross O'Brien Highway and bear right on Cambridge St.,
- Left on First St. (passenger stops at Otis St. and Charles St.),
- Right on Binney Street (passenger stops at Third St. and Sixth St.),
- Bear left onto Galileo Galilei Way,
- Left on Broadway (passenger stop at 8 Cambridge Center),
- Right on Ames St.,
- Left on Main St. (passenger stop in block east of MBTA station main entrance),
- Right on Wadsworth St.,
- Right on Amherst St. (passenger stop between Wadsworth and Hayward, exact stop location to be determined per TP&T guidance),
- Left on Ames St.,
- Right on Memorial Dr. (subject to DCR approval for use of parkway),
- Right on Massachusetts Ave. (passenger stop at 77 Massachusetts Ave. MBTA stop),
- Left on Albany St. (passenger stop at Edgerton House, 143 Albany St.),
- Right on Pacific St. (passenger stops at Albany St. and Landsdowne St.),
- Left on Sidney St.,
- Right on Erie St. (passenger stop and end-of-route layover on Erie St. at Sidney St.)

Inbound (From Cambridgeport to North Station, Boston)

- Route begins from layover and passenger stop on Erie St. at Sidney St.,
- Right on Brookline St. (passenger stop at Erie St. MBTA Stop),
- Right on Pacific St. (passenger stop opposite Landsdowne St. at MIT Sidney Pacific dorm),

- Left on Landsdowne St. (passenger stops mid-block between Pilgrim and Franklin Streets and near Massachusetts Ave.),
- Right on Massachusetts Ave.,
- Left on Albany St. (passenger stop opposite Portland St.),
- Right on Main St.,
- Immediate left on Tech Square Driveway (passenger stops at 200 and 555 Tech Square),
- Right on Broadway (passenger stop at 8 Cambridge Center),
- ~~Right on Ames St.,~~
- ~~Left on Main St. (passenger stop in block east of MBTA station main entrance),~~
- ~~Right on Wadsworth St.,~~
- ~~Right on Amherst St. (passenger stop between Wadsworth and Hayward, exact stop location to be determined per TP&T guidance),~~
- Bear Right Into Main Street Westbound/Kendall Busway (Passenger stop at east end of MBTA bus stop area),
- Right on Ames St.,
- Left on Broadway (passenger stop at 11 Cambridge Center),
- Right on Galileo Galilei Way,
- Bear right onto Binney St. (passenger stops opposite Sixth St. and at Third St.),
- Left on First St. (passenger stops at Charles St. and opposite Otis St.),
- Right on Cambridge St.,
- Left on East St. (crossing O'Brien Highway),
- Right on Northpoint Blvd. (passenger stop at Leighton St.),
- Right on Museum Way (passenger stop east of O'Brien Highway),
- Left on O'Brien Highway,
- Route enters Boston and continues to North Station.



Quality Bus Service at a Minute's Notice

September 23, 2010

Mr. Richard Scali, Chairman
Cambridge License Commission
831 Massachusetts Ave, 1st Floor
Cambridge, MA 02139

Dear Mr. Scali:

I am writing to request an amendment the Jitney Permit to operate a shuttle service in Cambridge, under Chapter 159A of the Massachusetts General Laws, currently held by Paul Revere Transportation, LLC (PRT), for the operation of the EZRide shuttle service. PRT operates this service under contract to the Charles River Transportation Management Association (CRTMA). CRTMA is a non-profit association of businesses that deals with transportation issues in Cambridge.

This route change request is intended to correct minor operational problems encountered following the merger of EZRide Shuttle, and MIT's former Northwest Shuttle route, which took effect August 9, 2010. Schedule-keeping issues have affected the routes at two locations, and we seek to address these with the changes outlined below, in order to maintain the quality of service expected from our riders.

EZRide will continue to operate seven (7) buses during the morning and afternoon peak commuter hours, roughly 6:00-11:00 AM and 3:00-7:00 PM, covering the full route between Cambridgeport and North Station. EZRide also operates one bus on the Midday Route from 10:44 am to 3:04 PM between Kendall Square and Pacific Street.

The proposed change to the peak-hour (morning and evening) routes involves the Kendall Square area. Effective with the August 9th route change, EZRide began operating on the south side of Main Street at Kendall Square, turning around via Wadsworth, Amherst, and Ames Streets. While this change has served MIT riders well, operating both directions of service via this route has added an unsatisfactory amount of travel time to the route for our other riders. CRTMA and PRT propose to restore the peak-hour commuter services (morning outbound to Cambridge, evening inbound to North Station) to operate via the Kendall Square busway (Main Street westbound). While this will result in the removal of two stops currently served by these routes, it will save an estimated 2-6 minutes of travel time for passengers passing through Kendall Square. In addition to saving our commuter's time, we anticipate that the time savings will be of great benefit to EZRide operation once large scale construction begins on the Craigie Drawbridge (O'Brien Highway near Leverett Circle) this November.

The proposed change to the Midday Route is intended to enhance on-time performance. As licensed, the route's turn-around (via Sidney, Tudor, and Brookline Streets) has been unusable due to the parking configuration at the Brookline/Tudor intersection. Changes during reconstruction rendered the right turn unsafe and nearly impossible for a bus to negotiate. Initial measures involved detouring the buses to Erie Street to turn around, but this added an unacceptable amount of time to the route, and resulted in the service not meeting its 20-minute headways. In consultation with our

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LICENSE COMMISSION



members, it was decided to detour the route via Franklin and Sidney Streets, to Pacific Street. While this change will result in the loss of one drop-off stop (opposite 35 Franklin Street), it will result in faster running times and better schedule adherence for our riders.

EZRide is a private shuttle service funding by its members and open to the general public for a fare. Since 2002, EZRide Shuttle has served the East Cambridge, Kendall Square, University Park, and Cambridgeport. Daily boardings have grown from just over 200 per day in 2002 to nearly 1,500 per day in 2010. With the merger of EZRide and MIT's Northwest Shuttle in August 2010, ridership has grown to nearly 2,000 riders per day.

EZRide Shuttle helps reduce traffic congestion by providing commuters with a fast and direct connection from major MBTA rail transit routes to their worksites. EZRide's primary connections are with commuter rail service at North Station, the Green Line at Lechmere, and the Red Line at Kendall/MIT. EZRide also connects with numerous MBTA bus routes in its service area. We do not expect EZRide to have any negative impact on existing MBTA services, both because we expect to attract new riders to Commuter Rail service, and because the MBTA Rapid Transit services along the EZRide route already have very high ridership. EZRide is also a precursor to the proposed MBTA Urban Ring service, which is strongly supported by Cambridge, Boston, and surrounding communities.

PRT operates this route using seven (7) 35 foot El Dorado EZ-Rider II low floor buses, powered by compressed natural gas (CNG) engines, with a seated capacity of 32 passengers each. All seven (7) buses will operate during the peak commuter service hours in the morning and evening, and one (1) bus will operate midday service. All PRT buses used on EZRide Shuttle are garaged and maintained at our facility located at 100 Eastern Avenue in Chelsea, Massachusetts.

Extensive support has been provided by the Community Development Department's Environmental and Transportation Planning Division, and by the Traffic, Parking and Transportation Department. Both departments were consulted as part of the shuttle contractor change process. Adam Shulman of Traffic, Parking and Transportation has submitted a letter to License Commission regarding this project.

If you have any questions or require more information regarding this application, or the service in general, please do not hesitate to contact me at (617) 889-5899 Rdaley@paulreverbuses.com. You may also contact Jim Gascoigne of CRTMA at (617) 324-6119 or jim@charlesrivertma.org. Thank you very much for your consideration of this application.

Sincerely,

Richard J. Daley, Jr.
General Manager
Paul Revere Transportation, LLC